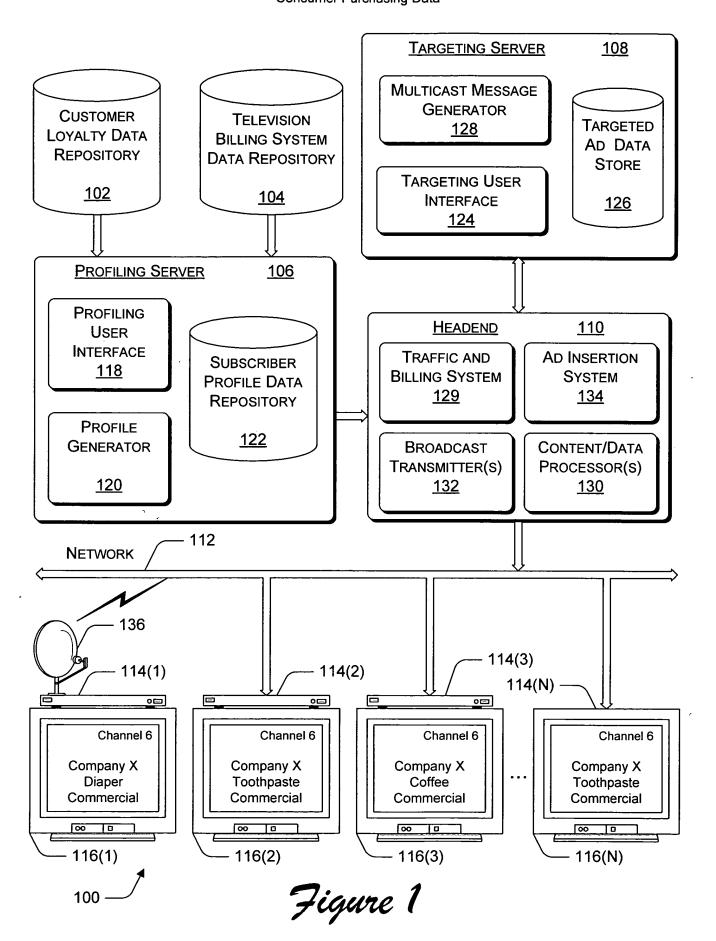
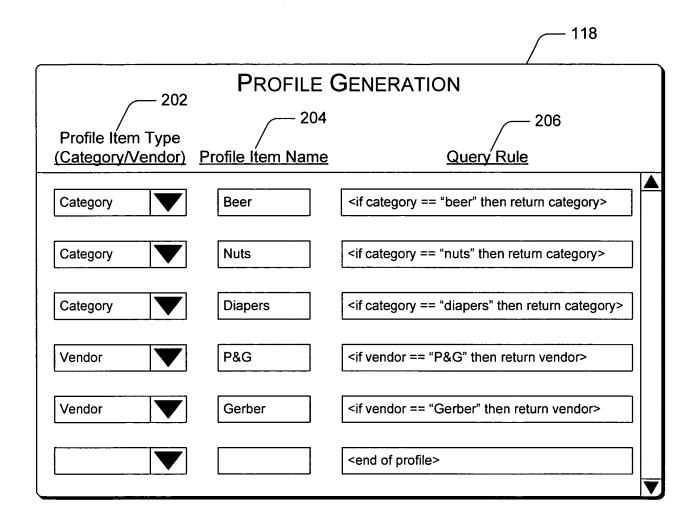
Docket No: MS1-1829US 1 of 8 Inventors: Ludvig, et al.



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		12	<u>2</u> 4
ADVERTISEMENT TARGETING			
302	304	306	
Default Ad ID	Targeted Ad ID	Profile Values	
GroceryStoreAd001	GC001Alt01	<category==beer> or <vendor==p&g></vendor==p&g></category==beer>	
GroceryStoreAd001	GC001Alt02	<category==diapers></category==diapers>	]
GroceryStoreAd001	GC001Alt03	<vendor==gerber></vendor==gerber>	]
GroceryStoreAd001		<end of="" profile=""></end>	]
			]
			]
			lacksquare

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Title: Targeted Advertising Based on Consumer Purchasing Data

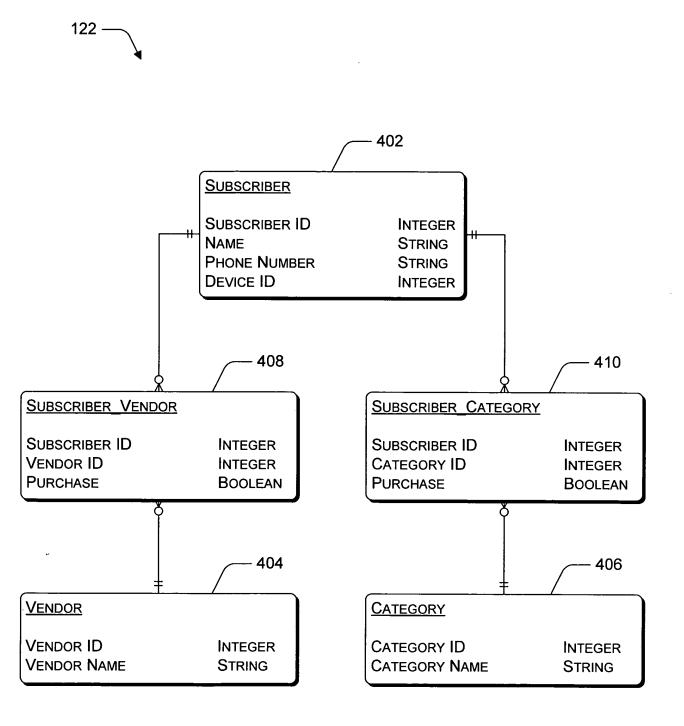
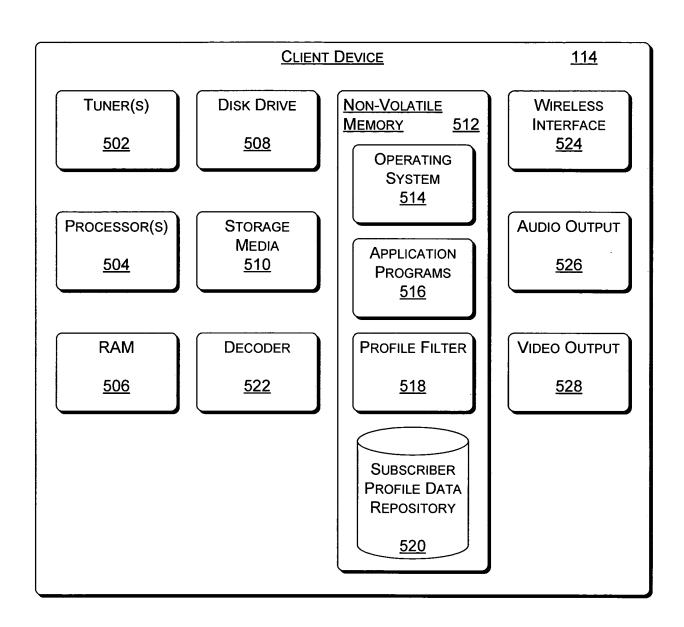


Figure 4

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Inventors: Ludvig, et al.



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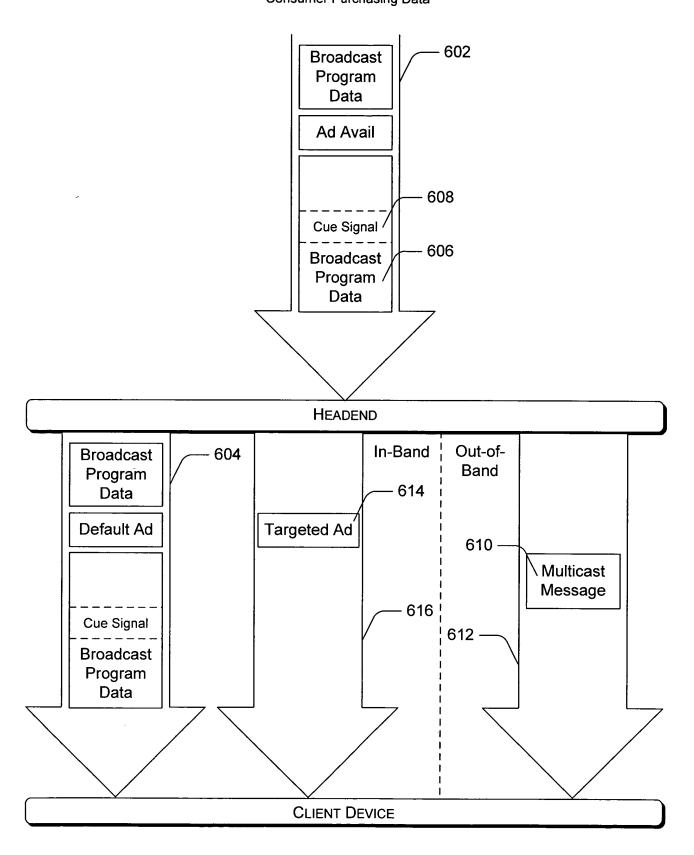


Figure 6

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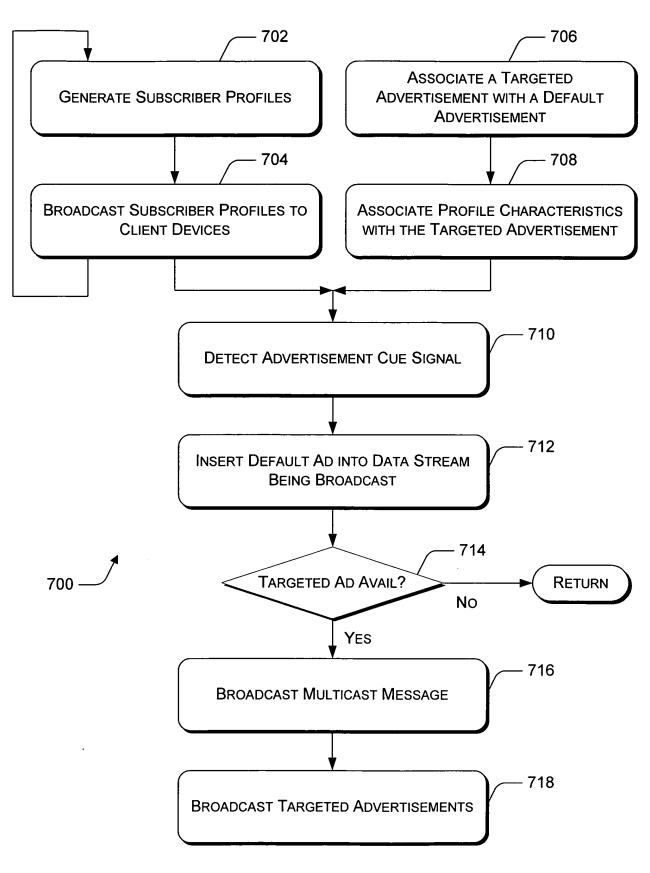


Figure 7

Inventors: Ludvig, et al. Title: Targeted Advertising Based on Consumer Purchasing Data 800 - 802 RECEIVE AND MAINTAIN SUBSCRIBER PROFILE DATA 804 RECEIVE PROFILE CHARACTERISTICS ASSOCIATED WITH UPCOMING TARGETED ADVERTISEMENTS 806 COMPARE RECEIVED PROFILE CHARACTERISTICS WITH SUBSCRIBER PROFILE 808 SUBSCRIBER PROFILE No MATCHES PROFILE CHARACTERISTICS OF **TARGETED ADVERTISEMENT?** YES 810 TUNE TO TARGETED ADVERTISEMENT

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REMAIN TUNED TO ORIGINAL DATA STREAM TO RECEIVE DEFAULT ADVERTISEMENT

812

Figure 8